


# **Exhibit 1**

**BULK DATA:** The TSDR Application Programming Interface (API) will be unavailable starting May 7 at 12 a.m. ET for at least two weeks. Bulk data customers who rely on the TSDR API can use [alternative methods](#) to receive bulk data from TSDR. If you are a bulk data customer who has questions or needs additional information, please [email us](#).

**INTERMITTENT SYSTEM ISSUES:** Due to high-volume usage, you may experience intermittent issues on the Trademark Status and Document Retrieval (TSDR) system between 6 – 8 a.m. ET. Refreshing your web browser should resolve the issue. If you still need assistance accessing a document, email [teas@uspto.gov](mailto:teas@uspto.gov) and include your serial number, the document you are looking for, and a screenshot of any error messages you have received.

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STATUS	DOCUMENTS	MAINTENANCE	<a href="#">Back to Search</a>	Print
Generated on: This page was generated by TSDR on 2019-06-03 16:55:26 EDT				
Mark: JUUL				
<b>JUUL</b>				
US Serial Number: 86156947		Application Filing Date: Jan. 03, 2014		
US Registration Number: 4818664		Registration Date: Sep. 22, 2015		
Register: Principal				
Mark Type: Trademark				
TM5 Common Status Descriptor:		 LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Office.		
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.				
Status Date: Sep. 22, 2015				
Publication Date: Dec. 02, 2014		Notice of Allowance Date: Jan. 27, 2015		
<b>▼ Mark Information</b> <a href="#">▲ Collapse All</a>				
Mark Literal Elements: JUUL				
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.				
Mark Drawing Type: 4 - STANDARD CHARACTER MARK				
<b>▼ Related Properties Information</b>				
International Registration Number: <a href="#">1262817</a>				
International Application(s) /Registration(s) Based on this Property: <a href="#">A0051392/1262817</a>				
<b>▼ Foreign Information</b>				
Priority Claimed: Yes				
Foreign Application Number: 47067		Foreign Application Filing Date: Jul. 09, 2013		
Foreign Application/Registration Country: TRINIDAD AND TOBAGO				
<b>▼ Goods and Services</b>				
Note: The following symbols indicate that the registrant/owner has amended the goods/services: <ul style="list-style-type: none"> <li>Brackets [...] indicate deleted goods/services;</li> <li>Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and</li> <li>Asterisks *...* identify additional (new) wording in the goods/services.</li> </ul>				
For: Nicotine-based liquid, namely, liquid nicotine used to refill electronic cigarettes; cartridges sold filled with liquid nicotine for electronic cigarettes				
International Class(es): 001 - Primary Class		U.S Class(es): 001, 005, 006, 010, 026, 046		
Class Status: ACTIVE				
Basis: 1(a)				
First Use: Jun. 01, 2015		Use in Commerce: Jun. 01, 2015		
For: Electronic cigarette refill liquids, namely, chemical flavorings in liquid form used to refill electronic cigarettes; cartridges sold filled with chemical flavorings in liquid form for electronic cigarettes				

<b>International Class(es):</b>	030 - Primary Class	<b>U.S Class(es):</b>	046
<b>Class Status:</b>	ACTIVE		
<b>Basis:</b>	1(a)		
<b>First Use:</b>	Jun. 01, 2015	<b>Use in Commerce:</b>	Jun. 01, 2015
<b>For:</b>	Electronic cigarettes; electronic smoking vaporizers, namely, electronic cigarettes; tobacco substitutes in liquid solution form other than for medical purposes for electronic cigarettes		
<b>International Class(es):</b>	034 - Primary Class	<b>U.S Class(es):</b>	002, 008, 009, 017
<b>Class Status:</b>	ACTIVE		
<b>Basis:</b>	1(a)		
<b>First Use:</b>	Jun. 01, 2015	<b>Use in Commerce:</b>	Jun. 01, 2015

#### ▼ Basis Information (Case Level)

<b>Filed Use:</b>	No	<b>Currently Use:</b>	Yes
<b>Filed ITU:</b>	Yes	<b>Currently ITU:</b>	No
<b>Filed 44D:</b>	Yes	<b>Currently 44E:</b>	No
<b>Filed 44E:</b>	No	<b>Currently 66A:</b>	No
<b>Filed 66A:</b>	No	<b>Currently No Basis:</b>	No
<b>Filed No Basis:</b>	No		

#### ▼ Current Owner(s) Information

<b>Owner Name:</b>	JUUL LABS, INC.		
<b>Owner Address:</b>	560 20th Street, Building 104 San Francisco, CALIFORNIA UNITED STATES 94107		
<b>Legal Entity Type:</b>	CORPORATION	<b>State or Country Where Organized:</b>	DELAWARE

#### ▼ Attorney/Correspondence Information

##### Attorney of Record

**Docket Number:** 35196-TM1014

##### Correspondent

**Correspondent Name/Address:** Alyssa Worsham  
WILSON SONSINI GOODRICH & ROSATI  
650 PAGE MILL RD  
PALO ALTO, CALIFORNIA UNITED STATES 94304-1050

**Phone:** 650-493-9300 **Fax:** 650-493-6811

**Domestic Representative - Not Found**

#### ▼ Prosecution History

Date	Description	Proceeding Number
Aug. 11, 2018	NEW CERTIFICATE ISSUED, SEC. 7D	71378
Aug. 10, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	71378
Jul. 20, 2018	TEAS SECTION 7 REQUEST RECEIVED	
Mar. 28, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 28, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 16, 2017	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 09, 2015	CERTIFICATE OF CORRECTION ISSUED	67603
Nov. 24, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67603
Nov. 05, 2015	TEAS SECTION 7 REQUEST RECEIVED	
Sep. 22, 2015	REGISTERED-PRINCIPAL REGISTER	
Aug. 18, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Aug. 17, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 13, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 12, 2015	STATEMENT OF USE PROCESSING COMPLETE	65362
Aug. 12, 2015	EXTENSION 1 GRANTED	65362
Jul. 22, 2015	EXTENSION 1 FILED	65362

Jul. 22, 2015	USE AMENDMENT FILED	65362
Aug. 10, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	65362
Aug. 07, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	70458
Jul. 22, 2015	TEAS EXTENSION RECEIVED	
Jul. 22, 2015	TEAS STATEMENT OF USE RECEIVED	
Feb. 25, 2015	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 27, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 02, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 02, 2014	PUBLISHED FOR OPPOSITION	
Nov. 12, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 28, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Oct. 28, 2014	ASSIGNED TO LIE	68123
Oct. 08, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 08, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Oct. 08, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Oct. 08, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 08, 2014	EXAMINERS AMENDMENT -WRITTEN	73349
Oct. 03, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Oct. 02, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 02, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 04, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Apr. 04, 2014	NON-FINAL ACTION E-MAILED	6325
Apr. 04, 2014	NON-FINAL ACTION WRITTEN	73349
Apr. 04, 2014	ASSIGNED TO EXAMINER	73349
Jan. 16, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 07, 2014	NEW APPLICATION ENTERED IN TRAM	

#### ▼ TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 109

Date in Location: Aug. 11, 2018



#### ▼ Assignment Abstract Of Title Information - Click to Load

#### ▼ Proceedings - Click to Load

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STATUS	DOCUMENTS	MAINTENANCE	<a href="#">Back to Search</a>	Print
Generated on: This page was generated by TSDR on 2019-06-03 16:56:13 EDT				
Mark: JUUL				
				
US Serial Number: 86683423		Application Filing Date: Jul. 06, 2015		
US Registration Number: 4898257		Registration Date: Feb. 09, 2016		
Filed as TEAS RF: Yes		Currently TEAS RF: Yes		
Register: Principal				
Mark Type: Trademark				
TM5 Common Status Descriptor: 		LIVE/REGISTRATION/Issued and Active		
The trademark application has been registered with the Office.				
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.				
Status Date: Feb. 09, 2016				
Publication Date: Nov. 24, 2015				
▼ <b>Mark Information</b> <a href="#">Collapse All</a>				
Mark Literal Elements: JUUL				
Standard Character Claim: No				
Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM				
Description of Mark: The mark consists of the term "JUUL" in stylized lettering.				
Color(s) Claimed: Color is not claimed as a feature of the mark.				
▼ <b>Goods and Services</b>				
Note: The following symbols indicate that the registrant/owner has amended the goods/services:				
<ul style="list-style-type: none"> <li>Brackets [...] indicate deleted goods/services;</li> <li>Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and</li> <li>Asterisks *.* identify additional (new) wording in the goods/services.</li> </ul>				
For: nicotine-based liquid, namely, liquid nicotine used to refill electronic cigarettes; cartridges sold filled with liquid nicotine for electronic cigarettes; electronic cigarette refill liquids, namely, chemical flavorings in liquid form used to refill electronic cigarettes; cartridges sold filled with chemical flavorings in liquid form for electronic cigarettes; electronic cigarettes; electronic smoking vaporizers, namely, electronic cigarettes; tobacco substitutes in liquid solution form other than for medical purposes for electronic cigarettes				
International Class(es): 034 - Primary Class		U.S Class(es): 002, 008, 009, 017		
Class Status: ACTIVE				
Basis: 1(a)				
First Use: Jun. 01, 2015		Use in Commerce: Jun. 01, 2015		
▼ <b>Basis Information (Case Level)</b>				
Filed Use: Yes		Currently Use: Yes		
Filed ITU: No		Currently ITU: No		
Filed 44D: No		Currently 44E: No		
Filed 44E: No		Currently 66A: No		
Filed 66A: No		Currently No Basis: No		

<b>Filed No Basis:</b> No		
<b>▼ Current Owner(s) Information</b>		
<b>Owner Name:</b>	JUUL LABS, INC.	
<b>Owner Address:</b>	560 20th Street, Building 104 San Francisco, CALIFORNIA UNITED STATES 94107	
<b>Legal Entity Type:</b>	CORPORATION	
<b>State or Country Where Organized:</b>	DELAWARE	
<b>▼ Attorney/Correspondence Information</b>		
<b>Attorney of Record</b>		
<b>Attorney Name:</b>	Alyssa Worsham	
<b>Attorney Primary Email Address:</b>	<a href="mailto:trademarks@wsgr.com">trademarks@wsgr.com</a>	
<b>Docket Number:</b>	35196-TM1028	
<b>Attorney Email Authorized:</b>	Yes	
<b>Correspondent</b>		
<b>Correspondent Name/Address:</b>	Alyssa Worsham WILSON SONSINI GOODRICH & ROSATI 650 PAGE MILL RD PALO ALTO, CALIFORNIA UNITED STATES 94304-1050	
<b>Phone:</b>	650-493-9300	
<b>Fax:</b>	650-493-6811	
<b>Correspondent e-mail:</b>	<a href="mailto:trademarks@wsgr.com">trademarks@wsgr.com</a>	
<b>Correspondent e-mail Authorized:</b>	Yes	
<b>Domestic Representative - Not Found</b>		
<b>▼ Prosecution History</b>		
<b>Date</b>	<b>Description</b>	<b>Proceeding Number</b>
Aug. 24, 2018	NEW CERTIFICATE ISSUED, SEC. 7D	68502
Aug. 22, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Jul. 25, 2018	TEAS SECTION 7 REQUEST RECEIVED	
Mar. 28, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 28, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 16, 2017	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 09, 2016	REGISTERED-PRINCIPAL REGISTER	
Nov. 24, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 24, 2015	PUBLISHED FOR OPPOSITION	
Nov. 04, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 19, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 15, 2015	ASSIGNED TO EXAMINER	74825
Jul. 09, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 09, 2015	NEW APPLICATION ENTERED IN TRAM	
<b>▼ TM Staff and Location Information</b>		
<b>TM Staff Information - None</b>		
<b>File Location</b>		
<b>Current Location:</b>	POST REGISTRATION	<b>Date in Location:</b> Aug. 24, 2018
<b>▼ Assignment Abstract Of Title Information - Click to Load</b>		
<b>▼ Proceedings - Click to Load</b>		

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Generated on: This page was generated by TSDR on 2019-06-03 16:56:42 EDT				
Mark: 				
US Serial Number: 87154443		Application Filing Date: Aug. 29, 2016		
US Registration Number: 5304697		Registration Date: Oct. 10, 2017		
Filed as TEAS RF: Yes		Currently TEAS RF: Yes		
Register: Principal				
Mark Type: Trademark				
TM5 Common Status Descriptor: 		LIVE/REGISTRATION/Issued and Active		
		The trademark application has been registered with the Office.		
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.				
Status Date: Oct. 10, 2017				
Publication Date: Jul. 25, 2017				
▼ Mark Information <a href="#">Collapse All</a>				
Mark Literal Elements: None				
Standard Character Claim: No				
Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)				
Description of Mark: The mark is two-dimensional and consists of a vertical rectangle with an elongated hexagon shape inside the rectangle with the hexagon located at approximately the center of the rectangle.				
Color(s) Claimed: Color is not claimed as a feature of the mark.				
Design Search Code(s): 26.11.02 - Plain single line rectangles; Rectangles (single line) 26.11.21 - Rectangles that are completely or partially shaded 26.15.02 - Polygons (plain, single line); Plain single or multiple line polygons				
▼ Goods and Services				
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International Class(es): 034 - Primary Class		U.S Class(es): 002, 008, 009, 017		
Class Status: ACTIVE				
Basis: 1(a)				
First Use: Mar. 28, 2016		Use in Commerce: Mar. 28, 2016		
▼ Basis Information (Case Level)				

<b>Filed Use:</b>	Yes	<b>Currently Use:</b>	Yes
<b>Filed ITU:</b>	No	<b>Currently ITU:</b>	No
<b>Filed 44D:</b>	No	<b>Currently 44E:</b>	No
<b>Filed 44E:</b>	No	<b>Currently 66A:</b>	No
<b>Filed 66A:</b>	No	<b>Currently No Basis:</b>	No
<b>Filed No Basis:</b>	No		

#### ▼ Current Owner(s) Information

<b>Owner Name:</b>	JUUL LABS, INC.		
<b>Owner Address:</b>	560 20th Street, Building 104 San Francisco, CALIFORNIA UNITED STATES 94107		
<b>Legal Entity Type:</b>	CORPORATION	<b>State or Country Where Organized:</b>	DELAWARE

#### ▼ Attorney/Correspondence Information

##### Attorney of Record

<b>Attorney Name:</b>	Aaron D. Hendelman	<b>Docket Number:</b>	35196-TM1034
<b>Attorney Primary Email Address:</b>	<a href="mailto:trademarks@wsgr.com">trademarks@wsgr.com</a>	<b>Attorney Email Authorized:</b>	Yes

##### Correspondent

<b>Correspondent Name/Address:</b>	NATHAN E. FERGUSON WILSON SONSINI GOODRICH & ROSATI 650 PAGE MILL ROAD PALO ALTO, CALIFORNIA UNITED STATES 94304-1050		
<b>Phone:</b>	650-493-9300	<b>Fax:</b>	650-493-6811
<b>Correspondent e-mail:</b>	<a href="mailto:trademarks@wsgr.com">trademarks@wsgr.com</a>	<b>Correspondent e-mail Authorized:</b>	Yes

##### Domestic Representative - Not Found

#### ▼ Prosecution History

Date	Description	Proceeding Number
Mar. 28, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 28, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Oct. 10, 2017	REGISTERED-PRINCIPAL REGISTER	
Aug. 16, 2017	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 25, 2017	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 25, 2017	PUBLISHED FOR OPPOSITION	
Jul. 05, 2017	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jun. 14, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 02, 2017	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 02, 2017	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 02, 2017	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 02, 2017	EXAMINERS AMENDMENT -WRITTEN	89009
May 13, 2017	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
May 12, 2017	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
May 12, 2017	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 15, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Nov. 15, 2016	NON-FINAL ACTION E-MAILED	6325
Nov. 15, 2016	NON-FINAL ACTION WRITTEN	89009
Nov. 08, 2016	ASSIGNED TO EXAMINER	89009
Sep. 03, 2016	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Sep. 02, 2016	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 01, 2016	NEW APPLICATION ENTERED IN TRAM	

#### ▼ TM Staff and Location Information

##### TM Staff Information - None

##### File Location



Current Location:	PUBLICATION AND ISSUE SECTION	Date in Location:	Oct. 10, 2017
▼ Assignment Abstract Of Title Information - Click to Load			
▼ Proceedings - Click to Load			